ATTACHMENT B

(Example of letter from National Account Manager to Appropriate Area Vice President announcing a full partnership.)

TO: Jim Best

SUBJECT: "Full" Partner - J. T. Davenport

Dear Jim:

I am pleased to inform you that the Forsyth group has identified J. T. Davenport as a Full Partner in that they meet all our qualifications for this classification. I would appreciate you informing your field sales organization to begin retail support of this Full Partner's private label as we have outlined in our previous communications to you.

Thank you for your cooperation.

Sincerely,

M. L. Nutting

cc: J. R. Helm
Partner (J. T. Davenport)

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Source: https://www.industrydocuments.ucsf.edu/docs/zyby0000

FORSYTH PARTNERSHIP GUIDELINES

Situation	Chain Partner	Gro. Whse. Partner	Tob. Dist.
Competition buying down or aggressive pricing in stores in the same trading area as partner.	• CAM/SAM identify problem through store surveys, Div. Mgt/Rep information or Chain Headquarter Contact. • Determine action - # Stores needing protection - Competitive area - Amount disadvantaged - Time period • How much chain accrual can be used. • How much buydown needed on Forsyth Brand. • CAM/SAM handle through chain headquarter if possible.	• Division mgmt/Rep must be aware of member stores and brand. • If competitive action/RJR action are in competing stores, buydown on Forsyth Brand should occur by Sales Rep.	• Same as Gro. Whse.
Competitors have started to promote their product in a full partners retail location.	• Should not occur if chain has been listed as a "Full Partner". • Competitive promotion should not place Forsyth Brand at a disadvantage nor should the program have a long duration. • Field Sales should notify management responsible.	• If Retail Outlet receives competitive product from our "Partner", management responsible for the partner account should discuss situation. • If competitive product is supplied by a competing wholesaler, we should protect our partner with appropriate buydown on P.L.	• Same as Gro. Whse.

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